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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91182296
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

**In the Matter of Application Serial No. 77/152653**

<b>ENRICH SOFTWARE CORP.</b>	)	<b>Opposition 91182296</b>
	)	
<b>Opposer,</b>	)	<b>Mark: ENRICH</b>
	)	
<b>v.</b>	)	
	)	
<b>UCOMPASS.COM, INC.</b>	)	
	)	
<b>Applicant.</b>	)	

**REPLY BRIEF IN SUPPORT OF OPPOSER’S MOTION TO COMPEL DISCOVERY**

**I. FACTS**

On December 31, 2008, Opposer Enrich Software Corporation (“Enrich”) filed a Motion to Compel Discovery. In the Motion, Enrich detailed Applicant Ucompass.com, Inc.’s (“Ucompass”) failure to provide complete responses to Enrich’s Request for Production of Documents.

On January 15, 2009, Ucompass served Enrich with thirteen pages of additional documents. A copy of the documents are attached as “Exhibit K.” All of the documents provided are publicly available documents from the Ucompass.com web site. To date, Ucompass has produced twenty five pages, all of which were available on the Ucompass.com web site.

On the same day, Ucompass filed its response with the Board, indicating that it had produced all available documents. Despite a certificate of service indicating it was served on

counsel for Enrich, this did not occur. Counsel for Enrich only discovered the filing on February 17, 2009, while reviewing the online docket in this case.

## **II. ARGUMENT**

As detailed in its Motion, Enrich has requested documents and has consistently informally addressed Ucompass' failure to provide responsive documents. To date, Ucompass has produced only twenty-five publicly available pages. It has produced no internal correspondence or other documents.

Enrich has repeatedly requested that Ucompass produce the required documents, but Ucompass has failed to provide substantive documents. In these circumstances, the Board should enter an Order compelling production of the documents requested in Opposer's First Set of Requests for Production of Documents.

## **III. CONCLUSION**

For these reasons, Opposer requests the Board to enter an Order compelling Applicant to produce documents in response to Opposer's First Set of Requests for Production of Documents.

Respectfully submitted,

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**CERTIFICATE OF SERVICE**

I hereby certify that a copy of the foregoing Enrich Software Corp.'s Motion to Compel Discovery has been served upon the following via electronic mail this 18th day of February, 2009:

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## Enriched

Newsletter for Followers of Ucompass.com, Inc. Technology  
June 2007

## Hello!

"**Enriched**" is the new newsletter from [Ucompass.com, Inc.](http://Ucompass.com) to disseminate the latest developments for the **Enrich Content Enrichment System** and the **Educator Learning Management System**.

## in this issue

- **Q&A with Ucompass.com, Inc. CEO Edward Mansouri**
- The Enrich Common Cartridge/SCORM Framework
- EnrichAV: Audio/Video services come to Enrich!
- First Full-Scale Web Community Built Entirely with Enrich
- Enrich on Schedule to Meet its Beta Deployment Goals
- First Major Enrich Contest Announced

**Q&A with Ucompass.com, Inc. CEO and Enrich Chief Programmer  
Edward Mansouri**

We caught up with Edward Mansouri to get his answers to some of our specific questions about Enrich. Click the link below for the full transcript:

[Edward Mansouri Q&A](#)

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**The Enrich Common Cartridge/SCORM Framework**

If you have ever worked with standards-based e-learning content, you know that most common specifications, including **SCORM**, and the rapidly evolving **Common Cartridge** specification from **IMS**, prescribe that the content be moved

around as zip files, also commonly referred to as "packages".

In a recent enhancement made to the **Enrich Website Publishing System**, whenever a zip file is served to an end user, if the Enrich system detects the content is a SCORM or Common Cartridge package, it will automatically play it and render it in real-time versus simply downloading the zip file as would be the commonly expected behavior.

The Enrich Content Enrichment System has been injected with its own custom made SCORM and Common Cartridge player.

Since the web-based assets contained within the packages are served from the Content Enrichment System, they will automatically be injected with Enrich functionality and features.

Also, we have implemented a Common Cartridge/SCORM **Public API** allowing users to deploy Common Cartridge/SCORM packages to remote web servers and then use

**EXHIBIT****K**

Enrich to display those packages to the end user seamlessly.

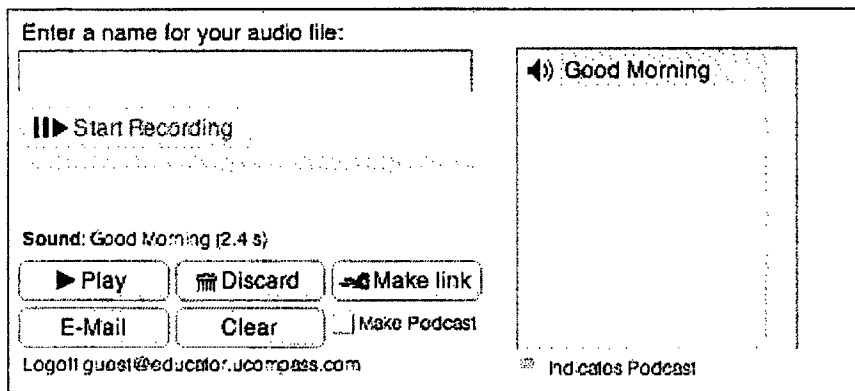
The implementation model couldn't be simpler. You'd simply link to:

<http://enrich.ucompass.com/package.zip?url=URL-OF-PACKAGE-FILE>

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### EnrichAV: Audio/Video services come to Enrich!

Ucompass.com, Inc. has embraced Flash and Flash-related technologies for almost as long as we've been in business. Therefore, it should be no surprise that we've decided to build around the **Flash Media Server** to fulfill all our audio/video needs in Enrich.



The Flash Media Server is a server-based technology that enables users to record audio/video streams from their microphone/web cameras to the server where it can then be played back later by other people. It also provides a framework for real-time text, audio, and/or video communication between multiple users.

EnrichAV provides two different models by which users can immediately leverage audio/video in their web pages:

The first involves easily embeddable AudioRecord and VideoRecord tools that enable users to record their own audio and video media that can then easily be embedded into their own web pages using a simple tag. The media can also be e-mailed to other users. See the documentation about EnrichAV at <http://enrich.ucompass.com> for details and instructions.

The second model enables users to upload their own streamable (FLV, MP3, MP4) media to the **Enrich Website Publishing System**. From there, it can be streamed on top of the Enrich Streaming Media Servers.

For example, if I uploaded a video that I deployed to the following URL:

<http://enrich.ucompass.com/ucompass@gmail.com/MyWebSite/MyVideo.flv>

I can instantly stream it at:

<rtmp://pilotfish.ucompass.com/ucompass@gmail.com/MyWebsite/MyVideo.flv>

Enrich's streaming servers broadcast on the traditional Flash Media Server port, 1935.

For information on using the Enrich Website Publishing System (open to anyone with an Educator, Google, or Yahoo account), see <http://enrich.ucompass.com>.

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### First Full-Scale Web Community Built Entirely With Enrich



A new, large-scale web community has been built entirely on top of the Enrich Content Enrichment System. It represents the first large scale site in public usage to be built with Enrich.

The community is called [ApolloApps.com](http://ApolloApps.com) and it is an interactive online community for developers who are building applications with **Adobe's** innovative new **Apollo** integrated runtime (Note: Apollo is the runtime that powers Ucompass.com, Inc.'s **Educator Desktop** tool).

The community had membership from 6 continents within its first 48 hours of operation and there are already almost 50 Apollo applications that users have uploaded to ApolloApps.com to share with the global community at large.

All of Enrich's core functionalities have been incorporated including **EnrichIM**, **EnrichAV**, **EnrichRSS**, **FunTags**, and even **EnrichGPS** which lets members see how far away they live from one another.

The site's content authors and managers are managing and building the site's content exclusively with the Enrich Website Publishing System and tracking its usage with Enrich's Administrative Content Access tools.

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### Enrich on Schedule to Meet its Beta Deployment Goals

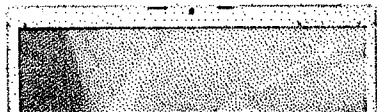
The Enrich Programming Team has assembled a tremendous amount of great user feedback from all the helpful people who have participated in the Enrich Public Alpha.

They are, as we speak, incorporating those suggestions, and also, making a number of our own enhancements. Also, we are going to be doing a major code consolidation and optimization to make the functionality of Enrich even more blazingly fast and responsive than it is now.

The current version of Enrich at the time of this writing is Enrich Public Alpha 0.42. We expect to announce the availability of the Enrich Public Beta 0.50 by the end of June.

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### First Major Enrich Contest Announced



We are happy to announce a major giveaway from Ucompass.com, Inc.

We are giving away a **15" 2.16 GHz**



**MacBook Pro**, valued at over **\$2,000**, to the winner of the contest.

To enter the contest, you must build a single web page that uses Enrich in the most creative way possible.

E-mail the URL of your entry to [enrich@ucompass.com](mailto:enrich@ucompass.com) by June 30, 2007.

Once all the entries have been collected, we'll be setting up a site where members of the user community at large can vote for the best "Enriched" page.

The developer of the page that receives the highest vote wins the contest and the MacBook Pro.

The rules of the contest are as follows:

- Only **one** entry per person
- Employees and consultants of Ucompass.com, Inc. may **not** enter
- The entry deadline is June 30, 2007. If there are not **at least** 50 entries by June 30, 2007, we will extend the entry deadline until at least 50 entries have been submitted
- You won't be able to vote for your own entry
- You'll only be able to vote once for each entry
- Your vote will be tied to your EnrichID (e-mail address)
- Ucompass.com, Inc. is not responsible for any expenses - material or labor - encumbered upon you in entering this contest
- The prize computer will be pre-registered **in the name of the person who wins the contest** (i.e. you can't design a second page and get your friend to submit it as an entry and collect the Mac from him/her when they win!)

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email: [enrich@ucompass.com](mailto:enrich@ucompass.com)

voice: (877) 932-3382



## **Transcript of Interview With Ucompass.com, Inc. CEO Edward Mansouri Conducted Thursday May 24, 2007**

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**Enriched:** Thank you for taking the time from your busy programming schedule to speak with us today Edward.

**Edward:** It is my pleasure.

**Enriched:** So Edward, what exactly is Enrich anyway?

**Edward:** Enrich is a rapidly evolving framework that is looking to bring together a variety of useful content management, communication, and eventually evaluation tools into one comprehensive system.

**Enriched:** Hmmmm.....sounds like you're talking about Educator? How is Enrich different?

**Edward:** Educator was developed a relatively long time ago in Internet years. Its primary fabric was constructed in early 1998 and it was made commercially available in early 1999. Since that time, we have evolved the program tremendously, but we've done it with frequent, smaller, incremental updates to the core system, versus the model most of our contemporaries have employed which is much less frequent, complete overhauls. So a lot of Educator's underlying technologies are somewhat more antiquated than we'd like them to be and we're at a time when we want to replace it with much more modern technological methods and practices.

**Enriched:** I see. So Enrich represents a major technological overhaul of Educator?

**Edward:** Yes. The decision to implement two separate initiatives, Enrich and Educator, was more a Division of Labor thing for us internally than anything else. The core competencies for the developers working on the Enrich system are increasingly divergent from those working on the Educator system so by having two separate simultaneous initiatives, we can keep things from becoming too interwoven while still working toward the same common end goals.

**Enriched:** Without getting too technical on me, can you give me some examples of some of this new technology you speak of?

**Edward:** Well one of the buzzwords in the technical sectors of many industries right now is "XML" which stands for the Extensible Markup Language. XML and XML-related technologies represent a broad and rapidly evolving culture in the computer science industry. XML is quickly becoming the standard model by which disparate computer systems exchange information with each other. Therefore, at all layers of Enrich's evolving architecture, we have made a commitment to leverage XML and XML-related technologies in manners that will promote the highest degree of interoperability with other systems, as well as a model to provide the most extensible possible framework for us to build upon.

**Enriched:** OK so things like data integration will be more easily facilitated it sounds like?

**Edward:** Indeed. Also, our competencies to import/export content to/from a myriad of external sources will increase dramatically.

**Enriched:** Does this have anything to do with the IMS Common Cartridge initiative I have heard a little bit about?

**Edward:** The Common Cartridge initiative is parallel to this topic. It is a movement that has the support of all the major LMS vendors as well as the major publishers and seeks to develop a specification for truly interoperable e-Learning content. Ucompass.com, Inc. has made some real solid strides with this initiative and we already have a Common Cartridge Framework in Enrich.

**Enriched:** But until the Common Cartridge initiative becomes more mainstream, is this not a solution in search of a problem?

**Edward:** I guess you could say that. But in my opinion I see Common Cartridge having the ability to take off much more in K-12 and higher education than SCORM and similar efforts ever did because it seems to have a lot more interest and support from the major publishers right now and content is king.

**Enriched:** Excellent. I am sure Ucompass.com, Inc.'s clients will be pleased to hear their ability to work with a multitude of different publishers may soon improve greatly. Changing subjects a bit, where did you get the name "Enrich"?

**Edward:** To understand the appropriateness of the name, you have to understand one of the key paradigms to which the framework speaks. From an implementation point of view, the key concept is to provide an easy, fast way to inject legacy content with live content retrieved from any of a number of different public or private sources. So in essence, we truly are providing a model for content to be "Enriched". The standard model of importing the content into the teaching and learning application is reversed, and, the application is in essence injected into the content.

**Enriched:** This sounds very interesting Edward, but, a lot of people are going to have a hard time wrapping their hands around this concept. Can you perhaps give me a practical example from the real world?

**Edward:** Sure. Let's suppose I have a simple document that may represent a piece of educational content about any given topic, we'll choose Biology. The document has a number of subject-specific terms and phrases in it. Now suppose I have an EXCEL spreadsheet with a list of terms and their associated definitions. Using Enrich's Publishing System, I can set it up so that the key terms in the original document (or any other document) are automatically hyperlinked when the document is served to an end user. Mousing over the hyperlink then reveals the definition to the user and clicking the link lets them search that keyword against a variety of different publisher-defined public and private services.

**Enriched:** So, in the example you give, Enrich is serving as sort of a Content Management System of sorts for the publisher of the content?

**Edward:** Yes. And this is really just a very small sampling of the unique approach we've taken to making Enrich serve as a full-fledged Content Management System.

**Enriched:** I understand you have implemented an interesting Single Sign On approach in Enrich. Can you tell me about that?

**Edward:** Enrich has a rapidly expanding array of features that leverage a multitude of different network protocols. For instance, the Enrich Publishing System offers an FTP server users can connect to to publish content. There is also EnrichIM which is an IM-based framework built on top of Enrich. Further there are other protocols in place including POP, RSS, and CVS to name a few. The access to each of these protocol-specific features uses the same backend authentication code, and that authentication code has been programmed to authenticate against an infinitely extensible array of remote services including Yahoo, GMail, and the Educator LMS to name a few.

**Enriched:** So wait a minute. Let me make sure I understand this. Are you telling me I can login to Enrich's features using, say, my Google GMail username and password?

**Edward:** Yes. And you don't even need to register. The first time you authenticate to any Enrich service, it permanently adds you to the database.

**Enriched:** That is great. So then Enrich has the ability to "talk" directly to services like Google and Yahoo?

**Edward:** Yes. In addition, Enrich leverages public and private APIs to a variety of the world's most relevant web sites and content providers including: About.com, Amazon.com, AltaVista, Blogger, Flickr, Google Images, Google Maps, Google News, Google Video, the Internet Movie Database, MERLOT, Odeo (podcasts), the Weather Channel, WebMD, YouTube, and Zap2it (TV shows).

**Enriched:** Give me an example of how Enrich works with, say, YouTube.

**Edward:** As a simple example, consider the Enrich Search Widget. Suppose I am reading a piece of content that has Enrich employed and I encounter the name of a city in Asia I have never heard of, say, Kota Kinabalu (*Editor's note: Click that link*). I can highlight the word and Enrich's "Search Widget" will popup as a "widget" embedded within the web page. I can then choose "YouTube" from the Search Widget search panel and instantly any videos that are on YouTube that relate to that city will be displayed in such a way that I can easily play them within the scope of the current web page.

**Enriched:** What have you done to address content filtering? If this capability is in the hands of children, aren't you concerned about the presence of inappropriate content being displayed from sites like YouTube, Flickr, etc.?

**Edward:** Certainly. That is a great concern. Fortunately, a lot of the public APIs (Application Programming Interfaces) from some of the more major socially relevant sites do have content filtering that make their best effort to send down appropriate content. Further, the content passes through Enrich before it ever gets sent to the end user's browser. We expect the quality of this filtering to grow with time.

**Enriched:** This sounds like a neat idea, but what is the value-added proposition?

**Edward:** The value added proposition is that regardless of what the content of a web page is

about, there is almost always going to be millions of relevant resources from freely available sources elsewhere on the Internet to compliment it. Finding a safe, easy, and fast way to locate this content and easily present it to the end user is one of the key objectives of Enrich.

**Enriched:** How does someone get started with Enrich? It all seems somewhat abstract right now.

**Edward:** While Enrich is rapidly evolving and starting to take on an identity and usage paradigm all to its own, in the here and now, there are two main ways to begin leveraging Enrich: Externally and Internally. Considering the external usage case first, Enrich can be enabled into any web page anywhere on the Internet by simply inserting one single line of Javascript into the web page.

**Enriched:** Javascript? Wait a minute. Are you saying I need to be a programmer to use Enrich?

**Edward:** It's one single line of text inserted into a page. Get over it!

**Enriched:** (Laughs) Yes I am just thinking how most people want to build great content but don't want to be burdened with learning things like HTML, Javascript, and similar things. We're not all the geeks your staff members tell me you are!

**Edward:** (Laughs) Yes. I understand your concern and I mentioned there is an internal and external usage paradigm. The external is definitely much more geared toward the person comfortable with web publishing concepts. The tag simply looks like this:

```
<SCRIPT TYPE="text/javascript" SRC="http://pilotfish.ucompass.com/gofish"></SCRIPT>
```

**Enriched:** Interesting. And what is it exactly that that line of code does?

**Edward:** It makes a request to one of our application servers which responds by returning all the Javascript, CSS, and XML data that is needed to make Enrich do what it does.

**Enriched:** Clever. What about people operating with secure web pages? How do they avoid those warning messages about secure/insecure items.

**Edward:** They would just replace http:// with https:// in the SCRIPT tag I mentioned

**Enriched:** And what sort of firewall constraints are there?

**Edward:** None. This is all normal web stuff that runs over the normal HTTP port 80 or the secure HTTPS port 443.

**Enriched:** Fantastic! Now how about the internal usage case?

**Edward:** I mentioned earlier that Enrich has a Publishing System. We call it the Enrich Website Publishing System to be precise. The way it works is that anyone with a Google, Yahoo, or Educator LMS e-mail address and password can simply FTP to [enrich.ucompass.com](http://enrich.ucompass.com) and login with their e-mail address as the username and their e-mail address password as the password. Then, they have full command over their own

personalized webserver and the root of this webserver is reachable on the web at:  
<http://enrich.ucompass.com/email-address>

**Enriched:** FTP? Aren't you concerned that many of your would-be users won't have experience with FTP?

**Edward:** Sure. There is also an elegant, Flash-based web front end where users can easily upload and then manage their files and websites.

**Enriched:** So there is the free FTP server, and then people would just need to insert that SCRIPT tag in all their web pages?

**Edward:** No and that's the beauty of the Enrich framework. Any web content that is served from the [enrich.ucompass.com](http://enrich.ucompass.com) servers will automatically have the necessary Javascript, CSS, and XML injected into it (via that SCRIPT tag we speak of) which enable Enrich's behaviors.

**Enriched:** Fascinating. So then since you said it was a Content Management System approach, I assume there are provisions to establish read/write permissions?

**Edward:** Yes. There is a practical framework for easily creating groups of people and then given members of those groups varying levels of access to your individual websites. Further, you can specify how each of your websites should be "Enriched" with external content or applications or your own vocabulary lists. In addition, you can make certain websites "World readable" to create a public website or "World writable" to make a public Wiki.

**Enriched:** Edward, this all sounds really cool but I have to be honest, it sounds complicated and like there's a steep learning curve.

**Edward:** It's really not. Plus, we have a fantastic amount of great documentation at <http://enrich.ucompass.com> that includes multimedia audio-video tutorials. This documentation is going to continue to grow and expand as we add more capabilities and features to Enrich. And with all the great UI (User Interface) talent we're hiring, you can expect that the front-end controls that will sit on top of Enrich will become easier and simpler in time.

**Enriched:** Now I understand that you have configured a way for people who use the Educator LMS to begin using Enrich right away?

**Edward:** That is correct. The end users can go into their "Educator Toolbox" now and, on a per-user basis, activate Enrich in their Educator LMS accounts. I will add that the ability to turn this option on for an entire institution has to be requested by an administrator. Then once Enrich is activated for an individual Educator account, all that happens is at the time of page rendering, the Javascript code I pointed out earlier is inserted into the Educator page thus implementing the behaviors of Enrich.

**Enriched:** Awesome. That model of implementation sounds like it would be easy to incorporate Enrich into other LMS' and CMS' too right?

**Edward:** Exactly. And that's another reason for the maintenance of separate names for the project as we do indeed plan to increase our Business to Business opportunities for Enrich in

the LMS, CMS, and publishing sectors.

**Enriched:** Besides letting people use the Search Widget while they are in Educator, what else does Enrich do for them in Educator?

**Edward:** Via a system we call the Enrich/Educator API, the user can use Enrich to locate resources from a variety of different public and private sources such as photographs, videos, blogs, etc. and drop them with one or two clicks into an Educator content area, e-mail, discussion board, instant message, etc. Also, we are finishing up a couple more neat ways for people using Educator to immediately begin leveraging the Enrich Website Publishing System as a much easier and more user-friendly way of building and managing their content. We also recently added a component to Educator that lets users be notified at their external Instant Messenger screen names when events of interest occur within their Educator classrooms. This is accomplished via the EnrichIM framework.

**Enriched:** As far as pulling stuff from elsewhere on the web easily into Educator, that sounds like a copyright nightmare!

**Edward:** True it is a challenge to walk the fine line between using content in the public domain and infringing on someone else's intellectual property but the injection model is implemented in such a way that it is made pretty clear that the resources have been imported/leveraged from a remote source and I am confident the logistical model for this will evolve substantially in the coming months. Remember, Enrich is still only in its Alpha release stage.

**Enriched:** So with all this hard work going into Enrich, what efforts are underway to improve the Educator LMS? Certainly your users may think this Enrich stuff is interesting, but what's in it for them if they're first and foremost interested in Educator?

**Edward:** One of the models that is particularly intriguing to us with the Enrich initiative is the opportunity to leverage embedded, or "enriched" applications. So we in fact are building a number of communication, collaboration and evaluation tools as we speak on top of the Enrich framework and then our model will be to inject these tools into Educator to augment and then eventually replace the existing legacy components.

**Enriched:** So you would do that as opposed to just standing up a completely new version of Educator?

**Edward:** Yes. We feel that completely replacing Educator with an entirely new version of the program would require a level of energy and resources for both us and our clients that would not be optimal for either side. Further, this model allows us to implement much more quality assurance as the advancements of Educator are made in pieces as opposed to all at once. From an implementation point of view, the Enrich-based tool and the Educator framework that it is injected into can be built on completely different technologies that appear to work together in the same interface. This allows us tremendous flexibilities and advantages as we can invest in new development models while still leveraging the legacy components of the Educator LMS. Further yet, the existing Educator framework gives us a solid model with which to roll these new components into Educator on a client by client basis while maintaining integrity and continuity over our global code base.

**Enriched:** What kind of timeline do you see for all this?

**Edward:** Well, we are already well underway with this and you already see today a number of features in Educator that are built upon this principle of embedded applications such as "FlexTV", and our audio/video recorders to name a couple examples. Other modules on the verge of completion are a system we call "Collaborator" which offers an instant messaging framework as well as a new discussion board interface. This is slated for deployment this Summer and details will be transmitted to the client base at that time.

**Enriched:** Interesting. So it sounds kind of like Enrich is sort of going to be doing a Trojan Horse attack on Educator.

**Edward:** (laughs) Yes I guess you could say that but with the most productive and positive intentions possible I assure you.

**Enriched:** I have read about some other components to the Enrich project such as EnrichAV, EnrichIM, EnrichSMS, to name a few. Can you tell me anything about them and what benefits they may bring to your users?

**Edward:** Well we're just trying to figure out what types of technologies are relevant in people's every day lives and how to make them do interesting and useful things. One of the coolest examples of this I can point to is the intersection between EnrichIM, EnrichSMS, and the Enrich Website Publishing System.

**Enriched:** You have peaked my interest. Please explain.

**Edward:** So as alluded to previously, Enrich lets you build your own lists of vocabulary terms. You can then set it up so that any time those terms appear in the content of your web pages or resources, they become hyperlinked and enable the user to mouseover those links to reveal the definitions. Then, when you send an Instant Message to the screen name "Enrich IM" on AOL Instant Messenger, it will first ask you to identify yourself by your e-mail address. Then, it will draw a relationship between your own IM screen name and your Enrich user ID (which is your e-mail address). Then, Enrich IM will automatically recognize any commands you send to it that match terms in your vocabulary lists and will return the associated definitions.

**Enriched:** Wow! My own trainable IM attendant!

**Edward:** Yes. And further, if the definition of a vocabulary term is a URL, the response from Enrich IM will be the output of that remote URL. Further, that URL will be passed the e-mail address and screen name of the person sending the message. It truly represents an infinitely extensible and customizable model. I have built a ton of my own personal EnrichIM commands that do everything from checking and sending e-mail for me to changing the temperature of the thermostats in my house.

**Enriched:** I don't know what is cooler - the concept you just explained or the fact that I understand that!

**Edward:** Also, EnrichSMS works in much the same way. In that model, you go to <http://sms.ucompass.com> and draw a relationship between your cell phone number and your

Enrich ID (which again, is your e-mail address). Then, when you send an SMS message to [sms@ucompass.com](mailto:sms@ucompass.com), you receive a response back to your mobile phone in real time with the appropriate content.

**Enriched:** That seems like it has widespread implications.

**Edward:** We think so. And there are as you mentioned many other aspects of the evolving Enrich framework like Enrich AV which is a free audio video server component to the project. Also there is the exciting EnrichGPS which enables a user to easily draw a relationship between their web resources published in Enrich and their position on the Earth using a simple Google Maps interface.

**Enriched:** Why would someone want to do that?

**Edward:** It may not have too much relevance now, but at some point in the near future we believe GPS units on cell phones will be as common place as cameras and some interesting location based learning paradigms could evolve if the model for building and implementing them is well thought out enough.

**Enriched:** Very interesting. One more thing before we end our interview today. One of the things that peaked my interest earlier was when you mentioned Enrich had a Common Cartridge framework. Can you explain what you meant by that?

**Edward:** Sure. Standards-based e-learning content, such as SCORM content as well as content served in the evolving Common Cartridge format, must be delivered as zip files, often referred to as packages. The typical model is to upload the zip files into an LMS or similar system, and then when a user attempts to view said resources, the LMS unzips/unpackages them and creates the interface by which the content can be viewed and interacted with. In our model, when a zip file is published to the Enrich Website Publishing System, when a user attempts to download the zip file, the webserver itself detects whether or not it is an e-learning package, and if it is, it displays it appropriately. There is no need for the LMS to be involved. Plus, since this capability is statically built into the webserver, the scalability implications are enormous. We think this can significantly streamline the implementation model for people who wish to work with standards-based e-learning content who do not need or want to engage with an LMS to do so.

**Enriched:** And when this e-learning packaged content is rendered and displayed to the end user, I assume it is served from [enrich.ucompass.com](http://enrich.ucompass.com) with Enrich enabled into it automatically?

**Edward:** You're good! Right on!

**Enriched:** Well I want to thank you very much for taking the time to explain this to me Edward. I am most looking forward to seeing Enrich continue to evolve in the coming months. What is your release timeline?

**Edward:** We are on schedule to enter our Public Beta at the end of June, Pre-Release in November, and then release to full production and commercial purchase as Enrich 1.0 in January 2008.



**Enriched:** How about patents? This is some innovative stuff.

**Edward:** Thank you. We agree. We have a number of patents pending right now related to the Enrich initiative that we feel delineate new and creative models for working with content.

**Enriched:** Splendid Edward. Thanks again.

**Edward:** It was my pleasure. I look forward to our next interview later this summer.